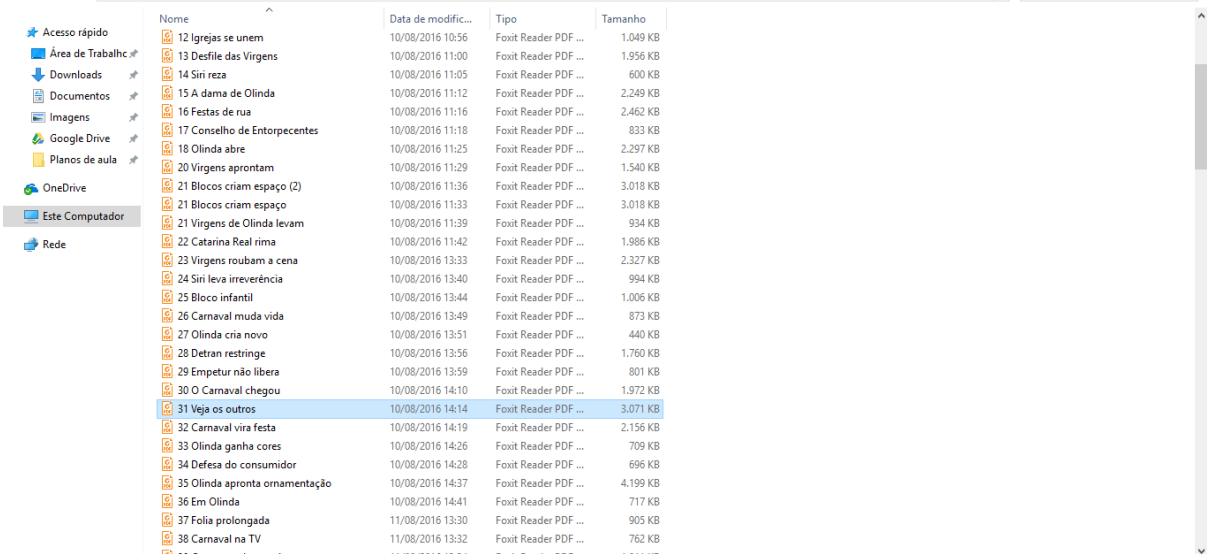


Demonstration of the analytical procedure adopted in the paper entitled *Market logic as an efficiency measure of the Olinda Carnival organization*

The journal articles that served as research data were scanned and converted into a PDF file, using the CamScanner application. The files were then numbered in chronological order, under the equivalent title of the publication, and filed in folders according to the newspaper, year and month of publication. This process set up the organization of the research *corpus* – in this work denominated archive, in agreement with the Foucauldian nomenclature – as exemplified in Figure 1.

Figure 1 – Example of organization of the research *corpus*

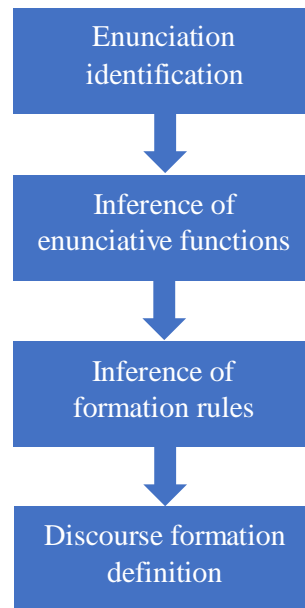


Nome	Data de modific...	Tipo	Tamanho
12 Igrejas se unem	10/08/2016 10:56	Foxit Reader PDF ...	1.049 KB
13 Desfile das Virgens	10/08/2016 11:00	Foxit Reader PDF ...	1.956 KB
14 Siri reza	10/08/2016 11:05	Foxit Reader PDF ...	600 KB
15 A dama de Olinda	10/08/2016 11:12	Foxit Reader PDF ...	2.249 KB
16 Festas de rua	10/08/2016 11:16	Foxit Reader PDF ...	2.462 KB
17 Conselho de Entorpecentes	10/08/2016 11:18	Foxit Reader PDF ...	833 KB
18 Olinda abre	10/08/2016 11:25	Foxit Reader PDF ...	2.297 KB
20 Virgens aprontam	10/08/2016 11:29	Foxit Reader PDF ...	1.540 KB
21 Blocos criam espaço (2)	10/08/2016 11:36	Foxit Reader PDF ...	3.018 KB
21 Blocos criam espaço	10/08/2016 11:33	Foxit Reader PDF ...	3.018 KB
21 Virgens de Olinda levam	10/08/2016 11:39	Foxit Reader PDF ...	934 KB
22 Catarina Real rima	10/08/2016 11:42	Foxit Reader PDF ...	1.986 KB
23 Virgens roubam a cena	10/08/2016 13:33	Foxit Reader PDF ...	2.327 KB
24 Siri leva irreverência	10/08/2016 13:40	Foxit Reader PDF ...	994 KB
25 Bloco infantil	10/08/2016 13:44	Foxit Reader PDF ...	1.006 KB
26 Carnaval muda vida	10/08/2016 13:49	Foxit Reader PDF ...	873 KB
27 Olinda cria novo	10/08/2016 13:51	Foxit Reader PDF ...	440 KB
28 Detran restringe	10/08/2016 13:56	Foxit Reader PDF ...	1.760 KB
29 Empeturr não libera	10/08/2016 13:59	Foxit Reader PDF ...	801 KB
30 O Carnaval chegou	10/08/2016 14:10	Foxit Reader PDF ...	1.972 KB
31 Veja os outros	10/08/2016 14:14	Foxit Reader PDF ...	3.071 KB
32 Carnaval vira festa	10/08/2016 14:19	Foxit Reader PDF ...	2.156 KB
33 Olinda ganha cores	10/08/2016 14:26	Foxit Reader PDF ...	709 KB
34 Defesa do consumidor	10/08/2016 14:28	Foxit Reader PDF ...	696 KB
35 Olinda apronta ornamentação	10/08/2016 14:37	Foxit Reader PDF ...	4.199 KB
36 Em Olinda	10/08/2016 14:41	Foxit Reader PDF ...	717 KB
37 Folha prolongada	11/08/2016 13:30	Foxit Reader PDF ...	905 KB
38 Carnaval na TV	11/08/2016 13:32	Foxit Reader PDF ...	762 KB

Image of the folder **DP Feb 1996**, that refers to the data obtained in Diario de Pernambuco collection of February 1996, in the chronological order in which they appear in the newspaper.

All the material of the archive went through a first round of reading, in order to establish familiarity with the texts to be analyzed. From this point, we proceed to the Foucauldian Discourse Analysis, following the steps presented in Figure 2.

Figure 2 – Foucauldian Discourse Analysis sequence



To illustrate the analytical procedure, we resort to one of the news that compose the research archive (translated by the authors), entitled “Ladeiras on-line” (On-line slopes), and published in the *Diario de Pernambuco* in 02/13/1996.

In a first stretch (below), we identified how the Municipality of Olinda (PMO) establishes an articulation between the Public Administration and the private initiative with a view to organizing the event (enunciation), which reveals an aspect of its infrastructure (enunciative function).

According to director João Paulo Quérette, the company [Imagenharia] has signed a contract with the City Hall of Olinda, which will cede a space at the municipal administration headquarters, with the right to an exclusive digital line [...].

He also ensures that he has concluded an agreement with the production of Rede Globo Nordeste, which will transfer [its] images to be digitized and put on the net.

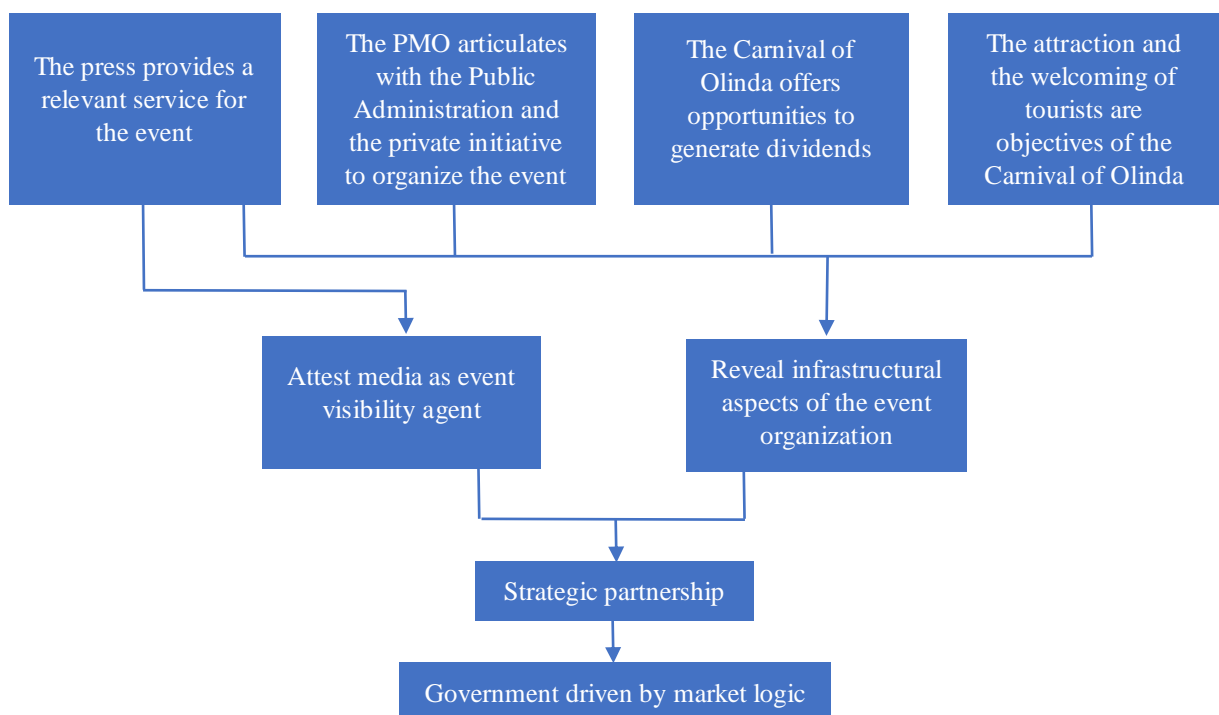
In a second stretch (above) we identified how the press lends itself to a relevant service (enunciation), which attests to the media as an agent of visibility of the event (enunciative

function) and also refers to a particularity of the infrastructure of it (enunciative function). This enunciative function is identified again in a third stretch (below), related to how the Carnival of Olinda provides opportunities for generating dividends (enunciation) and has the attraction and reception of the tourist as objectives (enunciation).

The Imagenharia promises that [...] the home page will have links [...] with data on inns that still have places for latecomers, where to eat and the best ways to get to the Upper Town, avoiding the congestion.

On the basis of these enunciations and its functions, we infer as a formation rule the establishment of a strategic partnership. They compose the frame of identification of the discursive formation resulted from the analysis, which refers to a positioning orientation by the market logic adopted by the municipal government. Figure 3 shows the beam relationships identified in the document, a substrate of the general framework of the research analysis.

Figure 3 – Beam relationships substrate



To support the analysis, NVivo version 10 software was used. It helped in the process of coding and categorizing the discursive units (nodes) and their relationships, as well as allowing the retrieval of the analyzed data in a fast and reliable way.